



January 12, 2000

Mr. W. Mitt Romney
President and CEO
SALT LAKE ORGANIZING COMMITTEE
252 East 200 South, Suite 600
Salt Lake City, Utah 84111

Dear Mitt:

As a focal point in The Gateway, The Boyer Company is developing a large Plaza bounded by the Union Pacific Depot, a hotel, and retail components. It will be reserved for public use by a dedicated easement. Current plans for the Plaza include an amphitheater/stage for live performances, a "City Creek" water feature, and a spacious lawn area for exhibits and special events (see rendering).

Various representatives of SLOC have initiated ongoing discussions with us concerning your interest as to whether our Plaza might be expanded to provide for some specific SLOC needs and be completed at the time you stage the Olympic Games in 2002.

This letter is written to set forth The Boyer Company's offer in response to these requests. The only Quid Pro Quo being our perceived benefit to The Gateway and our desire to be supportive citizens of this great City and State. We are prepared to commit to add the following elements as shown on the enclosed site plan.

1. **Flags:** Beginning in front of the Union Pacific Depot (Building F), we will provide ceremonial flags and poles as appropriate; i.e., City, State, USA, Olympic, SLOC. We will also provide and fly the flags of each participating country on the banner light poles located throughout the project and depicted on the site plan as black dots.
2. **Wall of Honor:** At the base of the staircase leading down from the Depot, we will provide a large concrete wall suitable for SLOC to complete to your specifications as you honor volunteers and those who have made special contributions to the games.
3. **Plaza Fountain:** In addition to the "City Creek" water feature, we will add as a centerpiece an interactive performance fountain by WET Designs using the SLOC logo for the design. The fountain will feature light, music, and water displays programmed and coordinated digitally. It will interpret and perform to selected music pieces such as the Olympic anthem and "I Am a Utah Man, Sir" sending water as high as forty (40) feet in the air. The water

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movement may be continuous responding to smooth legato passages or rapidly pulsating for staccato pieces.

Mark Fuller, President and CEO of Wet Design was born in Salt Lake City and attended the University of Utah. Prime among WET's installations are water features for the Los Angeles Music Center; "The Watercourt" at California Plaza in Los Angeles; the "Rose Garden Arena" in Portland, Oregon; the Seattle International Center Fountain in Seattle, Washington; and the International Fountain at EPCOT Center. In 1998, after fifteen years as a pioneer in the specialized field of designing fountains and water features, WET Design completed its most enterprising Project to date with an eight-acre lake called the Fountains of Bellagio in Las Vegas, Nevada.

4. **Pavers:** SLOC has indicated that as a fundraising project in connection with Home Depot, Atlanta sold over 400,000 brick pavers at \$30.00 each. We have unearthed in the excavation of the project approximately 150,000 sandstone pavers that were used at the turn of the century for roads and railways. We will provide and install these pavers as shown on the Plaza site plan, giving SLOC opportunity to sell and inscribe them with donor names. A sample paver is attached by paperclip.
5. **Sculpture:** We will commission and place in the Plaza as shown on the site plan, an artistic sculpture depicting the spirit of the Salt Lake Olympic Games.

Finally, we will complete the Plaza prior to the 2002 Winter Games so that it might be a small part of the effort to showcase our great community. We appreciate the fact the world's media will be housed at The Gateway and will do all we can to make their Olympic experience in Salt Lake a positive one. We currently estimate the additional elements will add about \$4.5 Million to the cost of our current \$8 Million Plaza.

Sincerely,


H. Roger Boyer
Chairman


Ken C. Gardner
President

Memo



Date: March 2, 2000
To: SLOC Board of Directors
From: Mitt Romney
Subject: Olympic Legacy Park Policies

As you will recall, we discussed at our last board meeting the creation of an Olympic legacy park at the Gateway development. Specifically, the developer has offered to provide and we have agreed to accept the construction of a plaza, wall of honor, flagpoles, and a fountain.

It is our expectation that we will offer bricks for sale to the public. These bricks will be engraved with names and installed at the plaza. Because the developer has agreed to donate the bricks and install them, most of the proceeds from the sale of bricks can be used to meet budgeted Games costs. We will probably approach businesses to sell larger paving elements, groups of bricks, or flagpoles.

Legacy Park Plans Outside Salt Lake City

We have been approached by other cities and towns to ask whether we would approve the construction of Olympic legacy parks in their communities. We would like the Board of Directors to consider the following policy recommendations for such park proposals:

1. Any proposed park would need to satisfy SLOC and the USOC with regards to the prominence of its location, its architectural character, and its scale. These, of course, are subjective elements, but nevertheless important.
2. Funding for an additional plaza would need to come from sources which do not in any way impair SLOC's ability to raise funds through the sale of bricks or through contributions. Because bricks sold for the Salt Lake plaza generate funds which are budget relieving, we do not want similar brick programs used to fund the construction of plazas. Non-competitive funding sources might include city funds, association funds, contributions from local businesses, larger scale contributions from individuals (over \$5,000), etc. These sources would need to be reviewed and approved by SLOC and the USOC.

It is understandable that communities outside of Salt Lake City would question why SLOC and the USOC would choose to restrict local fundraising for local legacy parks. Simply, we wish to reserve the Olympic marks and associations for raising funds for the Games budget and the US Olympic Team. A legacy park is a "nice to have" feature but it is not a core priority. The feature of the Salt Lake/Gateway legacy plaza which makes it a core priority is the fact that its costs are being fully donated by the developer allowing SLOC to solicit contributions which fully offset our budget.